



Special Beginnings® Maternity Program for STAR Members

The Blue Cross and Blue Shield of Texas (BCBSTX) Special Beginnings* maternity program is designed to help BCBSTX members and their babies get off to a healthy start by providing education materials and support, pregnancy risk factor identification, ongoing communication/monitoring, and access to an online resource center. Members are supported from early pregnancy through up to 12 weeks post-delivery.

Once a member enrolls in the program and completes a confidential questionnaire, they will receive a comprehensive educational book covering a multitude of pregnancy and infant care related topics.

What It Provides

Program staff in our Health Care Management Division will schedule follow up calls with the member before and after delivery to:

- Identify any risk factors that might adversely affect the pregnancy
- Determine progress in self-management techniques
- Provide education on prenatal, postpartum, and newborn care
- Reinforce the physician's treatment plan
- Help manage high-risk conditions such as gestational diabetes and preeclampsia
- Offer assistance on how to access other pregnancy-related resources
- Access to an online resource with maternity tools, articles, and information

How to Get Members to Participate

To ensure BCBSTX members participate in the Special Beginnings Program, we ask our physicians to please advise our members to call **1-888-421-7781** to directly enroll.

Refer to the [BCBSTX Provider Manuals](#) for additional information or contact Customer Service **1-877-560-8055**. For additional information regarding pregnancy services, visit [Value-Added Service \(VAS\)](#).

BCBSTX Medicaid STAR Members

Pregnant STAR members may be eligible for a free infant car seat or pack-and-play playard from BCBSTX. First, they must join Special Beginnings to qualify.



* BCBSTX reserves the right to discontinue or change this program at any time without notice. Special Beginnings can help plan and manage a member's health but is not a substitute for medical or other professional advice.